

**REMARKS**

Claims 1-30 have been rejected. The claims have been amended to further clarify the subject matter regarded as the invention. In addition, claims 31-39 have been added corresponding to independent claims 1, 2, and 13, respectively. Claims 1-39 are now pending.

This amendment is to expedite prosecution and should not be construed as acquiescence in any ground of rejection. Applicants reserve the right to prosecute the originally filed claims in the future. The comments in the Office Action are now addressed in turn.

### ***Rejections Under 35 USC 103***

Claims 1-30 have been rejected under 35 USC 103(a) as being unpatentable over Maxwell et al., (US Patent 5,675,784), and further in view of Blinn et al. (US Patent No. 5,999,914). The rejection is respectfully traversed. It is submitted that the claims of the present invention are non-obvious and patentable over the claims of the cited patents, and withdrawal of the rejection is respectfully requested.

The presently claimed invention enables product data to be stored and ultimately transmitted for use in catalogs. Stated another way, the presently claimed invention may be used to compose a catalog (e.g., by a manufacturer, retailer, or distributor receiving requested product data). Neither of the cited references, separately or in combination, discloses the claimed invention.

Neither Maxwell et al. ("Maxwell") nor Blinn et al. ("Blinn") disclose or suggest the invention of the pending claims. For instance, with respect to claim 1, as amended, neither of the cited reference discloses or suggests storing product data including both a manufacturer SKU that identifies the product and a customer SKU that identifies the product. Specifically, neither of the cited references discloses or suggests "storing the product data, the product data including both a manufacturer SKU that identifies ~~the product~~ each of the products and a customer SKU that identifies ~~the product~~ each of the products, the customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, wherein the stored product data is suitable for use by the customer in an electronic catalog, the customer being a manufacturer, retailer, or distributor of the products." In fact, Maxwell teaches providing data to a user rather than a manufacturer, retailer, or distributor. As such, Maxwell teaches away from the claimed invention. In addition, the combination of the cited references would fail to operate as claimed. In other words, the combination would fail to achieve the desired result, which is to enable the generation of a catalog with the stored product data. Accordingly, Applicant respectfully submits that claim 1 is allowable over the cited art.

With respect to claim 2, as amended, neither Maxwell nor Blinn discloses or suggests "receiving a customer product portfolio file, the customer product portfolio file including at least one SKU associated with each product for which data is requested by a customer, the customer being a manufacturer, retailer, or distributor of each product for which data is requested by the customer in the customer product

portfolio file.” Moreover, neither of the cited references discloses or suggests mapping the customer product portfolio file to the system product data file such that each product identified in the customer product portfolio file for which data is not in the system product data file is identified, thereby indicating whether data for each of the products for which data is requested by the customer has been obtained and stored in the system product data file. In addition, neither of the cited references discloses or suggests capturing data for one or more products identified in the customer product portfolio file that is not in the system product data file, or adding the captured data for the products to the system product data file. Accordingly, Applicant respectfully submits that claim 2 is allowable over the cited art.

With regard to claim 13, as amended, neither Maxwell nor Blinn discloses or suggests “receiving a customer product portfolio file that identifies products for which data is requested, wherein the customer product portfolio file includes at least one SKU associated with each of the products for which data is requested by a customer, the customer being a manufacturer, retailer, or distributor of the products for which data is requested by the customer in the customer product portfolio file.” Moreover, neither of the cited references discloses or suggests mapping the customer product portfolio file to the system product data file such that each product for which data is in the system product data file is identified. In addition, neither of the cited references discloses or suggests generating enriched product data from the system product data file according to a customer profile, the customer profile indicating data associated with the products for which values are to be transmitted to the customer, or transmitting the enriched product data to the customer. Accordingly, Applicant respectfully submits that claim 13 is allowable over the cited art.

With respect to claim 26, Maxwell fails to disclose or suggest the claimed invention. Specifically, Maxwell fails to disclose or suggest accepting a selection of at least one of the set of attributes corresponding to one of the plurality of categories. The Examiner cites col. 6, lines 59-63. However, Maxwell merely discloses searching for a domain or component, not for an attribute associated with such a component. In other words, Maxwell does not enable a search for attributes such as “speed” or “size” to be performed. As a result, Maxwell fails to disclose or suggest obtaining one or more attribute values corresponding to the selected attributes for each of the selected products from the catalog database, or displaying the obtained

attribute values for the selected products. Accordingly, Applicant respectfully submits that claim 26 is allowable over the cited art.

With respect to claim 28, neither Maxwell nor Blinn suggests or discloses a method of querying a catalog database that includes product data for one or more products classified according to a data model, and extracting information that is specified by a catalog component definition from the catalog database together with the data model. Specifically, Maxwell fails to disclose accepting a user query specifying a product and a catalog component to be retrieved for use in a catalog, the catalog component including at least one of a product description, technical specifications, a marketing description, an image, and a URL associated with the product, obtaining a catalog component definition associated with the catalog component, the catalog component definition defining a format for the catalog component. Specifically, Maxwell fails to define a catalog component definition defining a format for the catalog component for use in a catalog. Moreover, Maxwell fails to disclose extracting information specified by the catalog component definition from the catalog database and the data model, or building a catalog component descriptor from the extracted information and the catalog component definition. Specifically, Maxwell fails to disclose a separate data model and catalog database from which information is extracted for building a catalog component. Accordingly, Applicant respectfully submits that claim 28 is allowable over the cited art.

Blinn fails to cure the deficiencies of the primary reference. In fact, Blinn relates to items that have been ordered, rather than merely storing catalog data independent of orders that may be processed from a catalog that is composed from stored catalog data such as that claimed. Blinn may only be used to identify products that have been ordered from a catalog. Accordingly, the combination of the cited references fails to achieve the desired result.

The dependent claims recite additional limitations and therefore also patentable over the cited references. The additional limitations are not further discussed, as the above limitations are sufficient to define over the cited art. Accordingly, withdrawal of the rejection of the pending claims under USC 103 is respectfully requested.

**Conclusion**

The Applicants respectfully maintain that all pending claims are in condition for allowance. Therefore, Applicants respectfully request a Notice of Allowance for this Application from the Examiner. Should any unresolved issues remain, the Examiner is encouraged to contact the undersigned at the telephone number provided below.

Respectfully submitted,

BEYER, WEAVER & THOMAS, LLP

A handwritten signature in black ink, appearing to read 'Elise R. Heilbrunn', followed by a horizontal line.

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